



March Aviation Society
Supports

“THUNDER OVER THE EMPIRE”
March Field AirFest 2014

Donor Packet

THE MARCH AVIATION SOCIETY IS A PRIVATE ORGANIZATION. IT IS NOT A PART OF THE DEPARTMENT OF DEFENSE OR ANY OF ITS COMPONENTS AND IT HAS NO GOVERNMENTAL STATUS.

March Aviation Society, P.O. Box 6031, March ARB, CA 92518 (760) 814-5801
marchaviationsociety_jm@yahoo.com 501 (c)(3) – #27-4745509



EVENT

Demographics

Over 26 million people attend more than 400 air shows annually. Military Air Expos and Open Houses draw large numbers of demographically attractive spectators-a well educated, affluent group of men, women and children of all ages. During the past decade, air shows drew nearly twice the attendance figures of NFL football! Air shows deliver significant and measurable results for everyone, from mature product marketers with broad customer bases, to new product marketers to those with specialized or niche customer bases. Whatever your marketing objective-moving product, building recognition, enhancing or positing brand image-air shows can help you accomplish your goals.

Gender & Marital Status

Married Male	29%
Married Female	26%
Single Male	24%
Single Female	21%

Ethnicity

Caucasian	39%
African American	25%
Asian	17%
Hispanic	14%
Other	5%

Age

Under 21	11%
21-24	16%
25-39	41%
40-64	29%
64+	3%

Household Income

Under \$35,000	37%
\$35,000-\$39,000	13%
\$40,000-\$49,000	12%
\$50,000-\$74,000	18%
\$75,000 +	20%

Returning/ Word of Mouth	36%
Radio/TV	23%
Internet	22%
Newspaper	5%
Other	14%

Avg. Miles Traveled to Air Fest

1-10 miles	27.3%
11-20 miles	17.8%
21-40 miles	18.1%
41-70 miles	10.9%
71-100 miles	10.9%
100+ miles	15.0%



Heard about Air Expo

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March Aviation Society (MAS) is pleased to announce that March Air Reserve Base will be hosting the “**THUNDER OVER THE EMPIRE AirFest 2014.**” The two day event will be headlined by the USN Blue Angeles. This awesome display of air-power and air-superiority will take place on Saturday, March 22nd & Sunday, March 23rd, 2014.

With approximately 400,000 plus attendees from all over Southern California, participating companies have the capability of reaching many potential customers with this event. Becoming a Donor is an ideal way for small businesses, entrepreneurs and all patriots to be involved in **March Field AirFest '14** and demonstrate their support for the **MARCH AIR RESERVE BASE.**

March Aviation Society has several Donation opportunities available for businesses wishing to support this year's event. The event is designed to enhance the quality of life for our military community at March Air Reserve Base and we can't wait for you to be a part of it.

Please review the Donation packages to determine how you can take advantage of this opportunity to support AirFest 2014. We can also create a custom package for your respective needs. Please contact me at marchaviationsociety_jm@yahoo.com or via cell at (760)-814-5801.

Jengi A. Martinez
President
March Aviation Society
Tax ID#27-4745509



Title Level Packet Benefits

PATRIOT JET TEAM - \$35,000

1 PACKAGE AVAILABLE

Media Coverage

- Logo prominently displayed on the aircraft for the two day event
- AirFest print media
- A Jet Team maneuver named after your company/product
- Company logo prominently displayed on posters and flyers placed at all Southern California Fry's Electronics locations
- Name and Logo will be displayed on aircraft will be photographed professionally for commercial use

On-Site Exposure

- Four (4) Live recognitions by the Patriot Jet Team Narrator during the act
- Donor recognition in six (6) AirFest '14 public address announcements each day
- Company T-sign at one hole during the March JPA 2014 Golf Tournament***
- Name or Logo listed on donor Banner at 4 locations at event and inside MAS Hospitality Chalet*
- Name or Logo displayed on Jumbo Screen four (4) times each day (based on availability)

Promotional Rights

- Use of MAS Logo and right to use "Donor of MAS" in advertising

Official Program

- Logo listed in the AirFest '14 Program & Posters (*Deadline for inclusion on Poster, 1Feb '14*)

On-line & E-Marketing

- Logo predominantly displayed on MAS Website, Facebook & www.marchfieldairfest.org

Customer Relations & Benefits

- **VIP FLIGHT** in a Patriot Jet
- Foursome (4) Player entry to the March JPA 2014 Golf Tournament***
- Twenty (20) invitations to the Friday Night MAS VIP Event
- Ten(10) Box Seats for Saturday & Sunday to watch the Air Show*
- Twenty (20) invitations to the March AirFest '14 Donors' Party Saturday night, 22 March '14 at the Hap Arnold Club
- Ten (10) MAS Flightline Chalet tickets each day, Saturday and Sunday to watch the air show – 20 tickets total (Chalet located on show line with indoor and outdoor seating, food and beverages)
- Preferred parking passes, Ten (10) each day (Park on ramp close to entry gates)
- Ten (10) Official AirFest '14 18" x 24" posters suitable for framing
- Ten (10) Souvenir AirFest '14 program



PREMIER Level Packet Benefits

GLOBEMASTER \$10,000

4 PACKAGES AVAILABLE

As a Globemaster Donor, your company will be host to the VIP Friday night **MAS HANGAR BASH 2014**. This event will be held in red carpet fashion with food, beverages, entertainment and special appearances by the March AirFest Director as well as airshow performers, dignitaries, local elected officials, base officials, business owners, and other Donors/VIP's.

Media Coverage

- AirFest print media

On-Site Exposure

- Name or Logo listed on donor Banner at 4 locations at event and inside MAS Flightline Chalet*
- Name or Logo displayed on Jumbo Screen four (4) times each day (based on availability)
- Company T-sign at one hole during the March JPA 2014 Golf Tournament***
- Live recognitions at the MAS VIP Event
- Donor recognition in six (6) AirFest '14 public address announcements each day
- Banner placement at the VIP Event
- Logo on MAS VIP Event invitations & tickets
- Right to have a display at event

Promotional Rights

- Use of MAS Logo and right to use "Donor of MAS" in advertising

Official Program

- Logo listed in the AirFest '12 Program & Posters (*Deadline for inclusion on Poster, 1 Feb '14*)

On-line & E-Marketing

- Logo predominantly displayed on MAS Website, Facebook & www.marchfieldairfest.org

Customer Relations & Benefits

- Media Flight (Based on availability)
- Foursome (4) Player entry to the March JPA 2014 Golf Tournament***
- Twenty (20) invitations to the Friday Night MAS VIP Event
- Twenty (20) Box Seats for Saturday & Sunday to watch the Air Show
- Ten (10) invitations to the March AirFest '14 Donors' Party Saturday night, 22 March '14 at the Hap Arnold Club
- Eight (8) MAS Flightline Chalet tickets each day, Saturday and Sunday to watch the air show – 16 tickets total (*Chalet located on show line with indoor and outdoor seating, food and beverages*)
- Preferred parking passes, 10 each day (Park on ramp close to entry gates)
- Ten (10) Official AirFest '14 18" x 24" posters suitable for framing
- Ten (10) Souvenir AirFest '14 programs

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STRATOTANKER \$7,500

5 PACKAGES AVAILABLE

Media Coverage

- AirFest print media

On-Site Exposure

- Donor recognition in four (4) AirFest '14 public address announcements each day
- Company signage at one hole during the March JPA 2014 Golf Tournament***
- Logo listed on donor Banner at 4 locations at event and inside MAS Flightline Chalet*
- Name or Logo displayed on Jumbo Screen Once (4) each day (based on availability)

Promotional Rights

- Use of MAS Logo and right to use "Donor of MAS" in advertising

Official Program

- Logo listed in the AirFest '14 Program & Posters (*Deadline for inclusion on Poster, 1 Apr '14*)

On-line & E-Marketing

- Logo predominantly displayed on MAS Website, Facebook & www.marchfieldairfest.org

Customer Relations & Benefits

- Foursome (4) Player entry to the March JPA 2014 Golf Tournament***
- Six (6) invitations to the Friday Night MAS VIP Event
- Six (6) Box Seats for Saturday & Sunday to watch the Air Show
- Six (6) invitations to the March AirFest '14 Donors' Party Saturday night, 22 March '14 at the Hap Arnold Club
- Six (6) MAS Flightline Chalet tickets each day, Saturday and Sunday to watch the air show – 12 tickets total (*Chalet located on show line with indoor and outdoor seating, food and beverages*)
- Preferred parking passes, 2 each day (Park on ramp close to entry gates)
- Four (4) Official AirFest '14 18" x 24" posters suitable for framing
- Four (4) Souvenir AirFest '14 programs



ASSOCIATE Level Packet Benefits

HERCULES \$5,000

Media Coverage

- AirFest print media

On-Site Exposure

- Donor recognition in two (2) AirFest '14 public address announcements each day
- Company T-sign at one hole during the March JPA 2014 Golf Tournament***
- Name or Logo listed on donor Banner at 4 locations at event and inside MAS Hospitality Chalet*
- Logo displayed on Jumbo Screen Once (2) each day (based on availability)

Promotional Rights

- Use of MAS Logo and right to use "Donor of MAS" in advertising

Official Program

- Logo listed in the AirFest '14 Program & Posters (*Deadline for inclusion on Poster, 1 Feb '14*)

On-line & E-Marketing

- Logo predominantly displayed on MAS Website, Facebook & www.marchfieldairfest.org

Customer Relations & Benefits

- Foursome (4) Player entry to the March JPA 2014 Golf Tournament***
- Four (4) invitations to the Friday Night MAS VIP Event
- Four (4) Box Seats for Saturday & Sunday to watch the Air Show
- Four (4) invitations to the March AirFest '14 Donors' Party Saturday night, 22 March '14 at the Hap Arnold Club
- Four (4) MAS Flightline Chalet tickets each day, Saturday and Sunday to watch the air show – 8 tickets total (*Chalet located on show line with indoor and outdoor seating, food and beverages*)
- Preferred parking passes, 3 each day (Park on ramp close to entry gates)
- Four (4) Official AirFest '14 18" x 24" posters suitable for framing
- Four (4) Souvenir AirFest '14 programs



RAPTOR \$2,500

- ❖ Name or Logo listed on donor Banner at two locations at event and inside MAS Hospitality Chalet*
- ❖ Logo predominantly displayed on MAS Website, Facebook & www.marchfieldairfest.org
- ❖ Donor recognition in two (2) AirFest '14 public address announcements each day
- ❖ Name or Logo displayed on Jumbo Screen Once (4) each day (based on availability)
- ❖ Name or Logo listed in the AirFest '14 Program**
- ❖ Foursome (4) Player entry to the March JPA 2014 Golf Tournament***
- ❖ Four (4) invitations to the Friday Night VIP Event
- ❖ Four (4) Box Seats for Saturday & Sunday to watch the Air Show
- ❖ Four (4) invitations to AirFest '14 Party Saturday night, 22 March '14 at Hap Arnold Club
- ❖ Eight (8) MAS Hospitality Chalet tickets each day, Saturday and Sunday to watch the air show – 16 tickets total *(Chalet located on show line with indoor and outdoor seating, food and beverages)*
- ❖ Preferred parking passes, 6 each day (Park on ramp close to entry gates)
- ❖ Four (4) Official AirFest '14 18" x 24" posters suitable for framing
- ❖ Four (4) AirFest '14 programs *(Deadline for inclusion on Poster, 1 Feb '14)*



FALCON \$1,500

- ❖ Name or logo listing on donor Banner at two (2) locations at event and inside MAS Hospitality Chalet*
- ❖ Logo predominantly displayed on MAS Website & www.marchfieldairfest.org
- ❖ Name or Logo listed in the AirFest '14 Program**
- ❖ Twosome (2) Player entry to the March JPA 2014 Golf Tournament***
- ❖ Two (2) invitations to the Friday Night VIP Event
- ❖ Name or Logo displayed on Jumbo Screen Once (4) each day (based on availability)
- ❖ Four (4) Box Seats for Saturday *or* Sunday to watch the Air Show
- ❖ Two (2) invitations to AirFest '14 Party Saturday night, 22 March '14 at Hap Arnold Club
- ❖ Eight (8) MAS Hospitality Chalet tickets each day, Saturday & Sunday to watch the air show – 16 tickets total (*Chalet located on show line with indoor and outdoor seating, food and beverages*)
- ❖ Preferred parking passes, 6 each day (Park on ramp close to entry gates)
- ❖ Eight (8) Official AirFest '14 18" x 24" posters suitable for framing



EAGLE \$1,000

- ❖ Name or Logo listing on Donor Banner at two (2) locations at event*
- ❖ Logo predominantly displayed on MAS Website & www.marchfieldairfest.org
- ❖ Twosome (2) Player entry to the March JPA 2014 Golf Tournament
- ❖ Logo listed in the AirFest '14 Program (*Deadline for inclusion on Poster, 15 Apr '12*)
- ❖ Two (2) invitations to the Friday Night VIP Event
- ❖ Name or Logo displayed on Jumbo Screen Once (4) each day (based on availability)
- ❖ Two (2) invitations to AirFest '14 Party Saturday night, 22 March '14 at Hap Arnold Club
- ❖ Four (4) MAS Hospitality Chalet tickets each day, Saturday **or** Sunday to watch the air show – (*Chalet located on show line with indoor and outdoor seating, food and beverages*)
- ❖ Preferred parking passes, 2 each day (Park on ramp close to entry gates)
- ❖ Four (4) Official AirFest '14 18" x 24" posters suitable for framing



Friends of the March Aviation Society

MUSTANG \$750

- Name listing on Donor Banners at Two (2) locations at event*
- Logo on MAS Website
- Two (2) tickets to the MAS Hospitality Chalet for Saturday **or** Sunday to watch the air show
(Chalet located on show line with indoor and outdoor seating, food and beverages)
- Name in Official AirFest '14 Program *(Deadline for inclusion on Poster, 1 Feb '14)*
- Two (2) Official AirFest '14 posters suitable for framing

LIGHTNING \$500

- Name listing on Donor Banners at Two (2) locations at event*
- Recognition as Donor on the MAS Website
- Two (2) tickets to the MAS Hospitality Chalet for Saturday **or** Sunday to watch the air show *(Chalet located on show line with indoor and outdoor seating, food and beverages)*
- Two (2) Official AirFest '14 poster suitable for framing

THUNDERBOLT \$250

- Name listing on Donor Banners at TWO (2) locations at event*
- One (1) Official AirFest '14 poster suitable for framing

WARHAWK \$100

- Name listing on Donor Banner at ONE (1) location at event*

Advertising-Publicity

- Permission to use MAS March AirFest '14 logo in advertising and promotion
- Logo in Air Show advertisements in **print media (newspapers, AirFest '14 Poster & Program)**
3,500,000 potential exposures
- Logo recognition on AirFest '14 event websites**

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In-Kind Donations in Lieu of Cash Donations are welcomed and will be recognized.

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